

ABSTRACT

An object of the present invention is to provide a retroreflective sheeting that exhibits proper retroreflection even at a small incident angle with no or less halation, and
5 has superior incident angularities and superior direction characteristics, as well as a film for use in the retroreflective sheeting. The retroreflective sheeting with the above characteristics is obtained by forming reflective elements of a specific triangular pyramidal frustum
10 configuration in a close-packed state on one surface thereof. The shape of the triangular pyramid frustum element satisfies following requirements: one side length of the bottom surface is in the range of 50 to 400 μm , and a difference between a longest side and a shortest side is 200 μm or less; the
15 length of a longest edge is in the range of 50 to 400 μm , and a difference between the longest edge and a shortest edge among the three edges is 100 μm or less; when a vertical line which intersects perpendicularly with the bottom surface is drawn from a top surface to the bottom surface, the length of
20 a longest vertical line is in the range of 20 to 250 μm ; and an angle between adjacent side surfaces is in the range of 85 to 95 degrees.